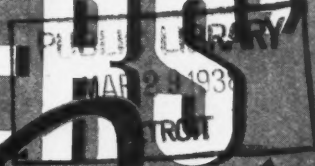


CONSUMERS'



Guide

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WRITING RULES FOR TRADE

CONSUMERS' *Guide*

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CONSUMER passion for facts is focusing these days on several fronts. One is a demand for better identification of the fiber content of fabrics. Increasingly, consumer organizations are urging on industry the necessity for defining the meaning of words used to identify fibers and for standardizing the use made of these words in labels, advertisements, invoices, and other markings. At the forefront of this crusade are some consumer organizations which look with favor on the trade practice conference technique for achieving consumer-industry agreement on better identification. This technique, they hold, gives both industry and consumers the opportunity to present their cases before an impartial government agency and to gain the moral support of a government ruling based on the common interests of sellers and buyers of goods. Six months ago, largely because of consumer demand, trade practice rules for rayon were issued by the Federal Trade Commission. As this issue goes to press, the Commission will be holding trade practice conferences for the silk and wool industries. Because of this lively interest in the role of the Federal Trade Commission in the working out of standard practices for fiber identification, we present on page 3 an article on "Writing Rules for Industry." This article attempts to explain the power

of the Commission in the field of trade practice rules, their method of adoption, and the limitations on their authority.

STANDARDIZING and simplifying wrappings is another point of attack on waste by industry that has possibilities for savings to consumers. Whether savings which may be worked out carry through to over-the-counter buyers depends.

Back in 1931 when the Department of Commerce surveyed 34 stores they found that these stores alone used each year 78 million paper bags of 188 different sizes, 20 million folding boxes of 262 sizes, nearly 8 million setup boxes in 1,084 various sizes, and more than 4 million corrugated boxes in 288 sizes. This department, in collaboration with retailers and manufacturers, estimated that standardizing boxes and bags could cut down the number used by one store by four-fifths and result in savings for all stores of "millions of dollars a year."

Now industry and government are getting to work in earnest on this problem of simplification. At a meeting in February, representatives of the National Retail Dry Goods Association and the National Bureau of Standards threshed over some of the knotty problems involved. These retailers intend to move ahead by lining up all the facts on sizes now used, the minimum needed, ways in which different types of commodities can be fitted into a few standardized sizes, suggestions to manufacturers on the use of these reduced sizes. They will explore, also, the advisability of promoting acceptance of standard wrappings through a trade practice rule from the Federal Trade Commission.

PROFITS of 11 flour milling companies were talked about in our article on "The Drama of Wheat," which appeared in the February 14,

1938 issue. "For the 6 years from 1929 through 1934," the statement was made, "they earned an average of \$131,000,000 a year, an average return on the investment in their business of 8.25 percent." A large mistake in one figure was made in this sentence. While the rate of return was correctly stated as 8.25 percent, the amount of earnings should have been stated as an average of \$11,000,000. We regret this slip.

ACHIEVING maximum nutrition values is a matter not only of dollars but of sense, as most people know. Some families achieve no better than a poor quality diet on money that other families turn into a good balanced fare. The trick lies in knowing how to buy and how to use foods. To help consumers in the latter problem New York's Department of Markets conducts 3 cooking schools, one a kosher cooking class, in various parts of that city. There, experts loaned by WPA explain food values, plan meals, instruct in the preparation of foods, and actually cook meals. At the recent opening of the third school in Brooklyn, the Department's instructor prepared a 4-course demonstration meal costing 97 cents and feeding 6 persons, an average of about 16 cents a person. Less costly meals are also demonstrated. . . . This is one of various services this city department furnishes local consumers. Another is a morning broadcast reporting on foods which are particularly plentiful that day and, therefore, likely to sell at reduced prices. Headlined in their weekday morning broadcasts of 5 minutes are best buys in fruits and vegetables, fish, meats, and eggs, information on which is gathered by market scouts in the early morning hours before the broadcast. Information regarding this unique city consumer service can be obtained from the Deputy Commissioner of Markets, New York City.

WRITING RULES FOR TRADE

How the Federal Trade Commission works out with industry fair trade practice rules and what they mean to consumers

WITHOUT its Marquis of Queensberry rules, the manly contest of boxing is inconceivable. For the contestants in the bouts of business competition, there are no such universal yet detailed rules. But some 200 industries have, in collaboration with the Federal Trade Commission, written their own rules of fair competition. These are known as "trade practice rules."

Trade practice conference procedure, as the Commission has said, "permits an industry to make its own rules of business conduct; to establish its own *law merchant*," subject to the approval of the Commission

as meeting the law and the public interest. Recently consumer groups, too, have taken an interest in the trade practice conference procedure of the Federal Trade Commission.

Ten not too simple words of Article 5 of the Federal Trade Commission Act of 1914 pronounced that "*unfair methods of competition in commerce are hereby declared unlawful.*" The Commission was directed to prevent business—except banks, and common carriers subject to regulation by the Interstate Commerce Commission—"from using unfair methods of competition in commerce."

Congress purposely left the phrase wide open. Congressmen realized it would take all their time and a wealth of skilled economic and legal training to discover and define all the acts which at various times might constitute "unfair competition." That task Congress entrusted to the Federal Trade Commission, whose functions were to be both administrative and judicial. Final say as to what, under existing laws and the Constitution, is or is not unfair competition rests with the courts.

Attempting to deal with unfair competitive practices, the FTC has sometimes found such practices are not restricted to one or several firms within an industry, but may be characteristic of a whole industry. Business concerns have freely declared that the illegitimate practices of some of their competitors force them to choose between loss of trade and the use of what they agree are probably illegitimate methods. To get an entire industry—or the major section of an industry—to agree to rules of fair competition, the FTC developed its trade practice conferences.

The FTC's Trade Practice Division was established in 1926. Then interest grew in this method of what was called "industrial self-regulation." By June 1933, almost 100 agreements were in effect. Major interest then shifted to the National Recovery Administration, which administered trade practice sections in the NRA codes. Upon the invalidation of the NRA codes, the President

The Federal Trade Commission's varied activities—industry investigations, administration of the anti-price discrimination law and sections of the anti-trust laws, trade practice conferences—will soon be housed in this new building.



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Popular-priced frocks and house dresses are subjects of two recent trade practice codes which seek industry agreement to eliminate trade evils. Through their codes manufacturers of house dresses and wash frocks hope to maintain "truthful and accurate descriptions of washability, color permanence, and shrinkage properties."

delegated to the FTC his authority to approve voluntary trade practice agreements. In 1936 Congress entrusted to the Commission for enforcement the Robinson-Patman Act of 1936 with its provisions for the prevention of price discrimination between buyers. About 60 industries have applied to the FTC for aid in establishing trade practice rules since the abandonment of the NRA. Industries applying for these rules during the last fiscal year had a total sales volume of one billion dollars.

Under the trade practice conference procedure, rules are developed by representatives of the industry, in collaboration with the FTC, and promulgated by the Commission, after opportunity for public hearing before any interested parties (including consumers). The procedure may be found outlined in the Commission's recent annual reports. (The Annual Report for year ended June 30, 1937, is available from the Superintendent of Documents, Washing-

ton, D. C., price 25 cents.)

Application for a conference may be quite "informal." Usually it comes from a trade association. Individual units of an industry may request a trade practice conference. The application sets forth the purposes of the proposed conference, "... the various unfair methods of competition, trade abuses, and uneconomic and unethical practices, alleged to exist in the industry."

The Commission then gives preliminary consideration to the application, and perhaps indicates revisions so that the proposals will conform to the law and the interest of the public. But, as a former member of the FTC has pointed out, "the Commission does not substitute its economic judgment for that of the industry."

When the Commission has made preliminary study and believes conference proceedings feasible and desirable, it calls a conference. Only persons financially involved in the

affected industry may participate in the discussion and vote on resolutions at this stage. Discussion is not limited to the practices cited in the application.

Rules adopted at the conference then go to the FTC for approval. Before final action, the Commission releases the rules for a 15-day period, with public notice to interested parties to present suggestions or objections. A public hearing may be called. At this point consumers or consumer organizations may enter into the procedure, and state their case.

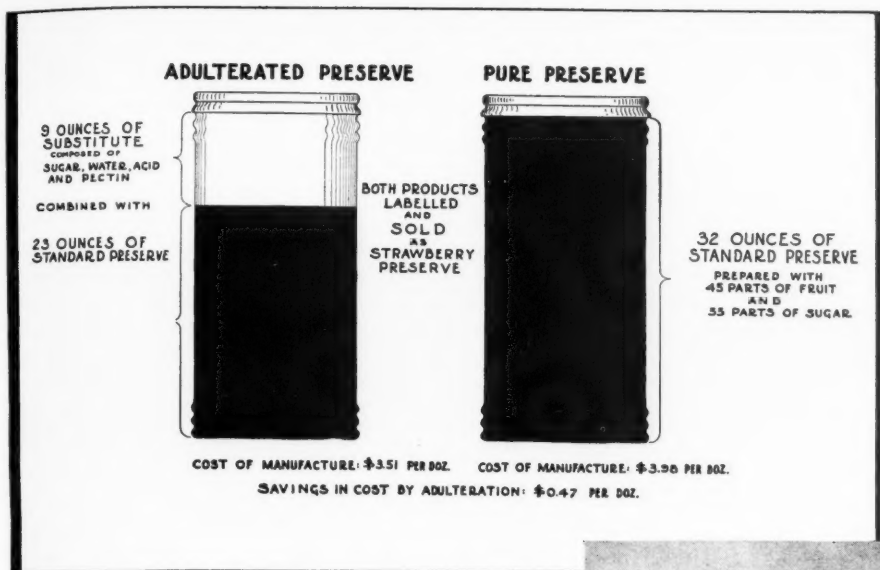
The Commission then gives final consideration to the rules. Once promulgated, the rules go to each member of the industry "together with an acceptance card providing opportunity to such member to signify his acceptance and willingness to observe the rules in the conduct of his business."

Two sharply distinguished sets of rules are embraced in these trade practice codes.

Group I rules are a kind of declaration by the *Commission* of unfair practices which it believes existing laws make illegal. In other words, such rules are definitions or reiterations of practices already frowned upon by the law. Group I rules are held by the FTC to be binding upon all members of an industry, whether or not they sign certificates of intention to comply.

Group II rules are a kind of declaration by an *industry* against practices which it believes to be unsound business methods. While they carry the moral support of government approval, non-observance of such rules is not a violation of law. Usually an industry will itself give Group II rules such enforcement as they get.

Nor is the actual work of checking violations of Group I rules accomplished by the Commission alone, with its limited investigating staff. Policing of all rules covering



The housewife's recipe—half sugar and half fruit—is the basis of the industry's definition of a fruit preserve in a Federal Trade Commission trade practice rule. How chiseling demoralizes competition in the industry, is shown by the exhibit (above) used in a recent Commission proceeding against one manufacturer.



almost 200 different industries depends to a considerable extent upon trade associations who are interested in enforcement. Complaints of violations often come from aggrieved competitors. Demands for enforcement of Group I rules may also come from consumers.

If, on complaint of an alleged violation of a Group I rule, the FTC finds that the facts as stated give it jurisdiction—that competition in interstate commerce is involved, and that the public interest is concerned—it authorizes an investigation by its own examiners. Their report goes to the Commission, with recommendation either (1) to dismiss the case, if the facts indicate

there has been no violation of a law over which the Commission has jurisdiction; or (2) to allow the company involved to sign a stipulation of facts and an agreement to "cease and desist" from the practices complained of; or (3) to issue a formal complaint.

If a complaint is issued, and the concern involved fails to answer, that is taken as admission of the validity of the charges; the FTC then issues an order to cease and desist from the practices complained of. If an answer to such an order is filed, testimony is taken before one of the Commission's trial examiners. Both the Commission and the respondent—the firm involved—are

represented by attorneys. Report of the hearing goes to the FTC. Briefs are filed by both sides. Then the case is argued before the full Commission of 5 members. If the FTC finds that the charges stick, it issues a cease and desist order.

After a cease and desist order has been handed down, the respondent has a specified time in which to make report of compliance. If the firm fails to comply, the Commission can appeal to a U. S. Circuit Court of Appeals for enforcement of its order. The firm itself can appeal to this Court against the enforcement of a Commission order, and both sides can carry their case for final judgment to the Supreme Court. A fine or

imprisonment is the penalty meted out to firms found guilty of contempt of a Court decision supporting the FTC order.

What are the definitions of unfair competition which are written into trade practice rules? Some apply only to transactions within the industry from producer to distributor. They do not directly come within the range of the ultimate consumer's observation, although they may affect the price or quality of goods finally reaching the consumer.

Group I rules often prohibit sales below cost "with the intent and with the effect of injuring a competitor, and where the effect may be . . . to unreasonably restrain trade." The term "cost" is not usually defined in any conclusive manner. Deviation from posted prices may be frowned upon; shipments without order condemned; misleading guarantees of quality forbidden. Price discrimination between purchasers is outlawed under certain circumstances.

Other practices generally condemned include bribery of customers' agents or employees; attempts to induce competitors' customers to break their contracts; defamation of competitors; threats of suit for infringement of patents "not made in good faith but for the purpose of . . . harassing customers of a competitor;" imitation of competitors' trade marks; shipment of goods which do not conform to samples submitted.

Rejected by the FTC was a code for retail automobile dealers, which would have required all dealers to sell cars at factory delivered prices effective in their territories and would have fixed the trade-in prices of used cars. Such a rule, the Commission felt, would have eliminated price competition among dealers.

Other rules more obviously claim the attention of alert consumers. Misbranding or misrepresenting a product is condemned—in general

terms—in almost every set of rules for consumer goods. The recently promulgated rules for the rayon industry have been called a milestone in consumer protection, because they require that rayon products declare the presence of rayon. Not only is it an unfair trade practice to sell rayon yarn, fiber or fabric as being something other than rayon, but it is now declared an unfair trade practice to fail to say affirmatively—on invoices, labels, advertising, and sales promotion—that the material or product in question is rayon. Mixed goods which include rayon should have all the constituent fibers designated in order of their predominance by weight—"Rayon, Wool and Silk," for example.

Group II rules of this code declare it to be a "proper practice" for dealers to make "full and accurate disclosure of the proportions or percentages of constituents" of mixed goods; and suggest "disseminating, through tags, labels, advertisements or other publicity, accurate information as to the proper treatment, care and cleaning of rayon products."

("Trade Practice Rules for the Rayon Industry," available from the Federal Trade Commission, Washington, D. C., without charge.)

Fiber identification has been demanded by organized consumers. The pressure transmitted through retailers to producers is declared to have made possible the Group I rules in the rayon trade practice code. Other fiber-and-fabric identification rules are predicted, as the FTC has held trade practice conferences for the silk and wool industries.

Few of the FTC codes now in force set any quality standards for consumer goods. The rules for the preserve manufacturing industry define fruit-and-sugar content in jams, jellies, preserves and apple butter, on the basis of the housewife's traditional one cup of sugar and one cup of fruit (commercially, 45 pounds of fruit to 55 pounds of sugar). These rules do not embody all of the minimum quality standards implied in the definitions of such products made by the Food and Drug Administration.

Such products containing less than

[Concluded on page 18]

Intelligent shopping at garment and piece goods counters will be easier now that the rayon industry, responding to organized consumers' demands, has agreed that rayon should be labeled as rayon. A trade practice rule issued by the Federal Trade Commission, embodies the agreement.



Through the Wash



Knowing wise rules for laundering can stretch both dollars in family budgets and the life of clothes

"EYE APPEAL" may rate tops with easily sold consumers in the market for fabrics and clothes, but stuff that washes well wins the votes of economical buyers.

So concludes one of the country's large dry goods associations from its nationwide poll of consumers on what they want in the way of purchasing information. The big question bothering women shoppers, the poll indicated, is how the fabric will stand up under the treatment of hot water, soap, and other standard household laundry chemicals. They want to know if the garment or ma-

terial will come off the ironing board looking little different from the way it appeared on the display counter. And they want specific washing instructions with unusual or delicate fabrics.

Tub behavior of fabrics often varies with the fiber and weave of the material. No uniform rules on the best way to wash, therefore, are possible. Manufacturers are the surest source of information on the special handling needed for many of the newer fabrics. But the family launderer who knows how to use equipment and washing preparations can

not only save fabric wear and tear, but also can help to stretch the family budget.

These pages have already described what to look for in purchasing laundering equipment. Now for a few hints on standard practice for wash days.

First step in preparing the laundry for washing is to sort it into individual piles. Separate the fabrics into five different groups: cottons and linens; hosiery; silks and synthetics; woolsens; and curtains, blankets, comforters, and special articles. It is wise, too, to separate white fabrics

from colored, and very dirty from slightly soiled. Turn all garments inside out. Mending all tears—except in the feet of hosiery—and removing stains before actual laundering will avoid later difficulties.

Soaking white cottons and linens, the bulk of most family washes, in soft lukewarm soapy water is effective in loosening dirt, lessening wear and tear, and as a time saver. Let the clothes soak in the water overnight, using separate tubs for the very dirty and for those only slightly soiled. A more effective way—but a more troublesome one—is to wet, soap, and roll the clothes before soaking them in a small quantity of water.

This done, the clothes are ready for what the experienced laundress terms the “first suds.” Remove the clothes from the water in which they have been soaked and wash them by hand or with a machine in very hot water with plenty of soapsuds. Take care not to wash too many garments at one time, and change the water as frequently as necessary. Soap flakes or chips, soap jelly or soap solution (made by dissolving a cake of soap in 3 quarts of hot water) all have a decided edge on a bar of soap for making suds easily and efficiently. Hand rubbing on a washboard should not be too severe. Use plenty of water on the fabric to avoid injury.

Specific instructions should accompany a machine; too often the operator injures delicate fabrics and small articles through carelessness. Put these in net or thin muslin bags as a protection and to ease the job of handling them. The clothes should be wrung as dry as possible. Injury to both fabric and the rollers can be avoided by folding buttons and buckles inside the garment. Putting the clothes through a second suds will make them spotlessly clean.

Boil clothes only if they are to be disinfected or if they are extremely

dirty. They should be wrung from the wash water and boiled for 5 to 10 minutes in fresh, hot, soapy water. White clothes boiled any longer than this will tend to turn yellow. Dirty or very yellow clothes can be whitened by mixing one to 6 tablespoons of kerosene or turpentine (inflammable) with a boilerful of water. A more expensive but easier method—one which will not injure the hands nor leave an odor—is to add the juice of one or two lemons to a boilerful of water.

And so to the clothesline. But before hanging the clothes to dry, rinse them thoroughly in plenty of hot, clear, soft water; cold water hardens the soap, makes it stick to the fabric. It is one of the most frequent causes of weakening and yellowing fabrics. And, of course, wring the clothes well from the rinse water before hanging them to dry.

No effective home method for “setting” colors stands up under rigid scientific tests. Best way of guaranteeing color fastness is to ask for a “label guarantee” with the garment when you purchase it. Never soak colored clothes unless you are absolutely sure that the colors are fast. Wash them as fast as possible. Use neutral, mild soap and washing powders, unless the clothes are extremely dirty. Soap bark extract is easier on the most delicate fabrics than ordinary soap. Where white starch shows on dark fabrics, tint it with tea or coffee for browns, bluing for blues, and special purchasable tints for other fabrics. Adding gelatin to starch for light-colored linen and cotton fabrics, and glue for dark materials has been found effective by some housewives. However, domestic experts warn that such methods can be disastrous unless they are used by experienced hands.

Woolens, silks, and rayons should be washed and rinsed in lukewarm water. They should not be rubbed but should be squeezed and worked

in an abundance of lukewarm suds of about 100 degrees F. Use only neutral soaps, no strong washing powders, and never rub soap directly on the fabrics. Alkalis—in soap or used for softening water—are taboo. Strong solutions of the chemical will actually dissolve woolens. Hand washing is best, and the fabrics should be wrung carefully and not too vigorously to prevent stretching. Measure knitted garments before they are washed in order to be able to stretch them later in case they shrink. Knitted sweaters and such garments should never be hung while wet, but should be dried by placing them flat on several thicknesses of clean, soft material. Dry them in a warm place but never near a fire or in the direct sunlight. As much as possible avoid wrinkling silks. Rinsing them in a bath containing a half ounce of 36 percent acetic acid to a gallon of water will increase their luster. Ribbons, laces, and veilings come out of the wash best when dipped in skim milk or whey that is free of fat. Do not iron them, but stretch them over a smooth surface to dry. Use only a medium heat in ironing silks, and do not wet them too heavily or unevenly. Both with woolens and with silks use a pressing cloth, preferably a slightly dampened cheesecloth. Always iron on the wrong side.

Follow these same rules in washing curtains. Dry them on stretchers or on a sheet spread on the ground.

Wash pillows in a weak washing soda solution, using a good suds. Rinse in lukewarm water and beat the pillows a few times while they are drying. A better—but more complicated—method is to wash the feathers separately in a muslin bag two or three times the size of the ticking.

Bleach clothes by moistening them and spreading them on the grass in the sun. For stubborn stains, hydrogen peroxide is an effective bleach.

added to water in the proportion of one pint to a gallon. Oxalic acid (a poison), used in quantities of one ounce per gallon of water, is effective when the garment is covered with ink or rust stains.

Most common of household bleaches is so-called "Javelle water"—made by dissolving one pound of washing soda in a quart of boiling water, cooling, and adding a half pound of bleaching powder (chloride of lime) dissolved in two quarts of water. After allowing the mixture to settle and straining out all solids, store it in tightly closed bottles. Use the solution in proportions of one half pint to a gallon or more of cold or lukewarm water. Never allow the clothing to remain immersed in the mixture for more than a half hour and never soak silk, wool, or fabrics with designs in this bleach. The results are often disastrous.

Water, in its flight through the air from rain clouds, or in its long journey down mountain streams or through subterranean passages, is joined by gases, mineral compounds, or just plain dirt, which have amazing effects on its chemical makeup. Of course, careful launderers make sure that the water they use is as "clean" as possible. Filtering out the objectionable materials with a filter of salt, charcoal, sand or such materials placed over the faucet spout is partially successful in getting rid of suspending iron compounds. Allowing the water to stand over night will also cause the iron to settle. Hardness in water presents major problems in some localities. If compounds of calcium, magnesium, or iron are present in the water in any great degree, the water is "hard"—how "hard" depends on how much mineral is present. When soap is added to such water a sticky unpleasant scum is formed which settles on the clothes, destroys the soapsuds, sometimes leaves stains. Some hardness of water—called "temporary"—



1

Three basic rules for the efficient home launderer are: (1) Separate and wash separately clothes of different color, texture, and soil; (2) hand scrub sturdy fabrics in steaming water with lots of suds; squeeze gently, do not scrub delicate fabrics in lukewarm water and suds, (3) rinse in warm water to remove all traces of soap.



2



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is removed by boiling. This results in decomposition of the minerals and formation of a white scale often found on the inside of teakettles.

Several methods of combating hardness in water can be used. Distilling the water to remove the insoluble compounds is effective, but distilling apparatus is beyond the budgets of most households. Calcium and magnesium compounds can be removed by distilling or by removing the scum formed when soap is introduced into the water. But both these methods are expensive and complicated. Better than either is to add inexpensive washing soda to the water. This precipitates the minerals, makes it easy to drain off the clear water. A pound of soda dissolved in a quart of water will form a good solution. Mix it with the laundry water in a ratio of two tablespoons of the solution to ev-

ery gallon of water. Dissolve all the soda thoroughly.

Other effective methods are to add soda, lye, trisodium phosphate, borax, or ammonia solution to "soften" the water. Greatest difficulty about any of these several methods is gauging accurately the amount of softening agent needed. To know this, you must know the degree of hardness of the water. A good test for water hardness is given in a publication of the Bureau of Home Economics,* from which most of the material in this article was taken.

By far the most satisfactory water-softening method is that in which water is passed through tanks of zeolite to remove impurities. Inexpensive and efficient when homemade, it is being used in an increasing number of modern households.

Choice of proper soap is as important to the success of the home laun-

dry as choice of good material is to the artisan or craftsman. The story of soap is an involved one, to be told at another time in these pages. From it, the housewife will be able to learn how to purchase soaps devoid of excessive water, uncombined alkali, uncombined fat, excessive rosin, salt, and insoluble material. But in washing her family laundry she should remember that silks and wools—most sensitive to alkalis—are the aristocracy of fabrics; they demand the best in soaps. Cotton materials that tend to fade—and similar delicate fabrics—will show permanent injury if anything but a mild soap is used on them. The ordinary run of cotton fabrics and heavy, dirty materials are practically immune to strong chemicals in cheaper soaps, will usually emerge from a washing with a strong soap none the worse for wear. Wise housewives will find their budgets and their wardrobes both on the healthy side if they follow this basic rule.

Bluing a fabric does not actually make it blue; it merely covers or neutralizes the yellowish tint of white fabrics by producing a gray which appears white to the human eye. It does not remove the cause of the yellow tint. Household bluing can be either insoluble or soluble. The former, sold in balls, cubes, or powders is fast to light. Aging has no effect on it, and it gives a pleasing tint to fabrics when the bluing particles are fine and light. Insoluble bluing does not dissolve in water, but colors the fabric with tiny suspended particles. Because of this, keep the solution well mixed to prevent streaking.

Soluble blues—either soluble Prussian blue or any one of a great number of blue dyes—also give good tints. Care should be used with Prussian

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*Farmers' Bulletin No. 1497: "Methods and Equipment for Home Laundering," available at 5 cents from the Superintendent of Documents, Washington, D. C.

Heat generated millions of miles away from the earth's surface warms water for this ingenious Florida householder. The sun's rays are all that are needed to make the solar water heater operate. But the problem of cloudy days is still an unconquered flaw in this effort of man to harness a force of nature.





A NEW ENGLAND Governor joins 3 other State executives—those of New York, Minnesota, Wisconsin—who have in recent months given public recognition to the role of cooperatives in improving the farm standard of living. Here are a few highlights from an article by Gov. Aiken of Vermont in the "Ohio Farm Bureau News":

"The key to agricultural prosperity lies in cooperation, and we have got to carry our cooperative efforts much further in the future than we have done in the past. . . .

"Farmers themselves are making a better record in lending money to their neighbors through their cooperative organizations than has been made in most cases by professional money-lenders. . . .

"I look for increased cooperative handling of dairy products. Efforts to this end have been going on for a generation. They have met with reverses from time to time. . . I believe the only safety for the dairymen of New England lies in looking forward to and planning for the time when they, by themselves or in cooperation with the consumers, will distribute a far greater percentage of their products in the city market than they are doing today."

COOPERATIVE housing, of considerable importance in such European nations as Sweden, Denmark, and Czechoslovakia, has not made much headway in the United States. Two of America's largest cooperative housing developments are the Amalgamated Housing Corporation and the Amalgamated Dwellings in

New York City. Both were sponsored by the Amalgamated Clothing Workers of America but are tenanted largely by non-members of the union.

Around these cooperative apartment houses, the owner-residents have formed a number of cooperatives to supply themselves with groceries, milk, laundry service, and (by means of their own power plant) electricity. Last year's returns on these cooperative enterprises are just in. As a result of the savings effected through these co-ops, 862 families in the two groups of apartment houses were able to vote themselves patronage returns of \$19,000 on their year's purchasing; and set aside another \$19,000 for further expansion of cooperative purchasing activities.

Cooperative and community activities blend into one another. Co-operators maintain many of the community enterprises — libraries, playgrounds, a children's summer camp, drama groups, adult education classes, bus service.

EVERY business would like to know how much of a market it can count on. Here the cooperative enterprise, whose customers are for the most part also owners of the business, begins with a headstart. But members do not always purchase all their needs from the co-op. One method of getting further toward an assured market is the "oil campaign" of the Oil Division of the Indiana Farm Bureau Cooperative Association. Fifth such annual drive was held during the last four months of 1937.

These campaigns, says the manager of the Division, "are held each

year in order to give Indiana farmers an opportunity to make known their lubricating oil requirements for the following year . . . thereby enabling the United Cooperatives, Inc., to blend Farm Bureau Oils and to purchase the required oil stocks for the customers. Each year there has been a decided increase in gallonage contracted and in number of contracts.

"During the 1937 campaign 26,975 farmer contracts were obtained, an increase of 4,449 contracts over the previous campaign; and 766,393 gallons of oil were contracted, an increase of 115,549 gallons over the previous campaign. Also, 390,670 pounds of grease and 18,094 gallons of fly spray were contracted."

SEVEN major cooperative wholesales report a total volume of business of 27½ million dollars in 1937 in petroleum products, general farm supplies, and groceries. This compares with sales of 22¼ million dollars in 1936; making an increase in dollar volume for the year just ended of 23.6 percent.

The 7 wholesales, all affiliated with the Cooperative League of the U. S. A., serve more than 1,000 retail cooperatives, in cities, towns, and—chiefly—in rural areas, from Massachusetts to Colorado. Comparative sales figures for each of the wholesale associations show gains for 1937 as compared with 1936:

	1936	1937
Central Co-op Wholesale, Superior, Wis.	\$2,845,741	\$3,356,550
Consumers Cooperative Ass'n, N. Kansas City, Mo.	3,397,808	3,894,843
Eastern Cooperative Wholesale, New York	285,512	533,140
Indiana Farm Bureau Co-op Ass'n, Indianapolis	5,187,457	6,644,623
Midland Co-op Wholesale, Minneapolis, Minn.	3,033,079	3,696,742
Ohio Farm Bureau Co-op Ass'n, Columbus, Ohio	7,014,697	8,475,861
Penn. Farm Bureau Co-op Ass'n, Harrisburg, Pa.	511,887	950,000
	\$22,276,181	\$27,551,759

"In the current recession, the associations reported that there have

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been no failures of local retail co-ops served by them," states the Co-operative League.

ONE of these wholesales, Midland Cooperative Wholesale, with headquarters at Minneapolis, is preparing to branch out from the oil business into groceries. Organization work is now going forward to set up the first co-op grocery under Midland's auspices, at Glenco, Minn.

One hundred and sixty-eight retail cooperatives are now affiliated with Midland. Twenty of these joined during 1937.

PASSING its quarter million dollar goal, the People's Cooperative Society of Superior, Wis., reports a 1937 sales volume of \$251,000—a 40 percent increase over 1936. With a membership of some 800, the Society has taken on a full-time educational director, and regards its citywide educational program as an integral part of its activities . . . During 1937, the Society opened its

third branch store, a garage, and an electrical appliance department.

COOPERATORS with problems very similar to those of American farmers and consumers, met recently in the annual Canadian Cooperative Congress. Concerned with a broad program for the improvement of standards of living of all Canadians, the Congress approved a resolution which stressed, alongside of the organization of consumer cooperatives, the need of farmers and other primary producers to organize into marketing co-ops, and of urban workers into trade unions.

Declared the Congress:

"The economic and social welfare of Canada demands that there should be a more equitable distribution of the national income and to that end it is desirable that farmers, fishermen, and other primary producers should be organized in collective bargaining associations or agencies, or in cooperative marketing associations; and urban wage and salary

workers should be organized in trade unions to insure that they have an effective voice in determining the compensation which shall be paid them for their services to society."

The Cooperative Union of Canada includes in its membership many types of co-ops—consumers' societies, the Saskatchewan and Manitoba wheat pools, two livestock producers' associations, "general purpose" farmers' societies, three fishermen's cooperatives, dairy societies both of producers and consumers, etc. Distributive turnover alone of Cooperative Union affiliates came to over \$6,300,000 in 1936, on which the societies returned to members nearly \$180,000 in patronage refunds.

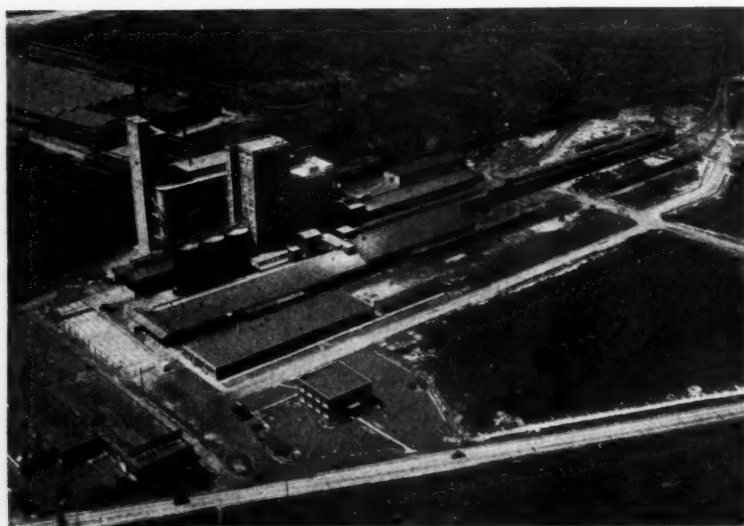
OKLAHOMA farmers have since 1931 been in contact with the work of the Farmers' Union Cooperative Hospital at Elk City. In the recent annual meeting of the national organization, the Farmers' Educational and Cooperative Union endorsed the cooperative provision of medical care and hospitalization, and the work of the recently-founded Bureau of Cooperative Medicine. Said the convention's resolution:

"WHEREAS Cooperative hospitalization and practice of group medicine have been proven to be practical and to meet the needs of the great middle class of population, and particularly the problem of rural areas, the Farmers Union Hospital at Elk City, Oklahoma, under the efficient direction of Doctor Shadid, being a splendid example of cooperative possibilities . . .

"NOW THEREFORE be it resolved that the Farmers Educational and Cooperative Union of America declares its support of the principles of group medicine and hospitalization on a Cooperative basis, with fixed prepayment provisions covering individuals and families."

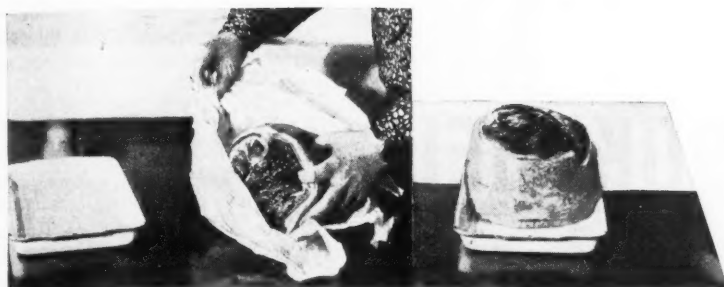
CONSUMERS' GUIDE

Air-photoed here is the large feed mill located at Buffalo, New York, and operated by the Eastern States Farmers Exchange, an outstanding example of the centralized type of cooperative owned directly by thousands of farmers. This organization, with headquarters in Springfield, Massachusetts, purchases supplies of feed, fertilizer, and other farm supplies for more than 82,500 farmers in the 6 New England States, Pennsylvania, Maryland, and Delaware.



Where Do You Park Your Meat?

Experts give tips on the safest way to store fresh and left-over meat at home



Uncooked meat should be unwrapped as soon as it comes from the store and placed in an uncovered dish or covered only loosely. Cover cooked meat loosely with oiled paper to prevent too rapid drying out.

MEAT purchased from the choicest cuts and sold over the most sanitary counter has little defense against the rigors of a bacteria attack when kept in the household under improper storage conditions.

Poor refrigeration accounts for most spoilage of meat. Not only is the spoilage expensive; it is a ready source of food poisoning and in some instances can result in acute injury to health. Policing meat supplies to see that they reach the consumer in a clean and uncontaminated state is a responsibility of State or local health authorities. Federal officials step into the picture when meat passes over State lines. They stamp the "little purple circle" (see *CONSUMERS' GUIDE*, Oct. 18, 1937) on meat inspected in packing plants and found free of disease. Wise consumers look first for a stamp of sanitary approval.

At the market the protecting hand of government is lifted. Guarding against health enemies in the home is the consumer's job. As soon as meat is removed from the store refrigerator, the destructive bacteria multiply rapidly and begin their rav-

ages which may result in spoilage and creation of poisonous toxins in the meat. Bacteriologists in the Bureau of Home Economics investigated this common household problem and emerged with a few simple suggestions for preserving meat in the home.

They found that two conditions contribute to spoilage of meat: bad refrigeration, and too much covering of the meat. They made these recommendations for the housewife: if uncooked meat is kept in the home for more than a day, see that the refrigerator is below a temperature of 50 degrees—say about 47 degrees Fahrenheit. This maximum temperature is the same that applies to milk.

Remove the wrapper promptly from uncooked meat and place the meat on a clean platter or in a pan. If covered at all, lay a piece of clean waxed or oiled paper over it loosely. Experts have found that when the meat dries a little on the surface, growth of bacteria is checked.

Slightly different rules hold for cooked meat—in which the number

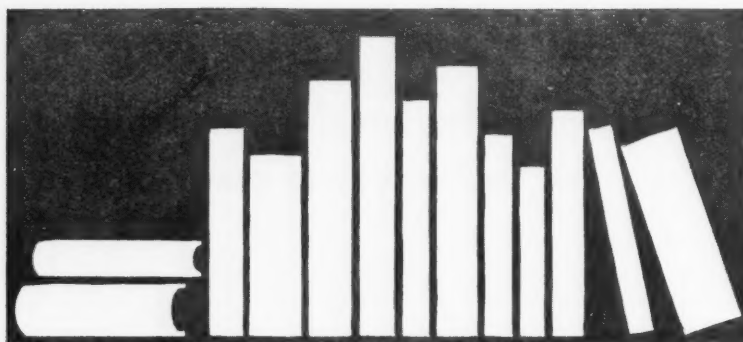
of bacteria is markedly reduced. It should be loosely covered with oiled paper to prevent its drying out. Cooked meat is best preserved when placed in the cold part of the refrigerator, and should not be kept unused for too long a period of time.

Ground cooked meat should be used immediately after it is ground, since it is an easy victim of contamination. Particularly important is this rule for ground meats used in salads and sandwiches which are not reheated after they are ground. This warning should be observed just as carefully for reheated ground meats—such as those used for croquettes—which are rarely reheated long enough to destroy bacteria. The danger of such contamination becomes more acute if the meat is ground or chopped while warm and then allowed to stand without proper refrigeration.

Store uncooked meat in the colder portion of the ice box; cooked meat, in the slightly less cold portion.



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Consumers' BOOKSHELF

THE CONSUMER SPEAKS, CONSUMER IDEAS No. 2, issued by the Consumers' Counsel of the National Bituminous Coal Commission. 1938, pp. 61. Address: Superintendent of Documents, Washington, D. C. 10 cents. In excerpts from statements made at a consumer conference held in Washington, D. C., December 9-10, 1937, this booklet presents a cross section of consumer opinion on the minimum prices set in December for bituminous coal by the National Bituminous Coal Commission; suggests problems posed by the new prices; and discusses the relation of the Consumers' Counsel to the Commission.

WHAT IS THE DISCUSSION LEADER'S JOB, by the U. S. Department of Agriculture. 1937, pp. 21, illus. Address: Extension Service, U. S. Department of Agriculture, Washington, D. C. Free. Although this pamphlet* was written primarily for farm people, the same principles would apply to any discussion group. The material is arranged under the following headings: Planning, preparation, procedures, and estimation of the results. This bulletin lists two series of free subject-matter pamphlets for discussion groups which

treat different types of problems affecting farm groups.

MILK CONTROL, GOVERNMENTAL REGULATION OF THE DAIRY INDUSTRY IN THE UNITED STATES, prepared by the American Municipal Association. Publication No. 57, 1937, pp. 49. Address: Public Administration Service, 850 East 58th Street, Chicago, Ill. 75 cents. Outlines the principal steps that have been taken to safeguard the quality and safety of the milk supply by local, State, and Federal authorities. The appendices of this publication contain: U. S. Public Health Service Standard Milk Ordinance, Milk Control Law of the State of California, a summary of the Milwaukee Milk Marketing Survey prepared by the Agricultural Adjustment Administration, an analysis of the Milwaukee Milk Survey by a former Assistant City Attorney of Milwaukee, and recent court decisions on milk control.

BUYING OF DRUGS, by Winona M. McGuire, Fresno Technical High School, and A. Prudence McGuire, San Bernardino High School. 1937, pp. 52, mimeo. Address: California State Department of Education, Sacramento, Calif. 15¢. (Residents of Calif. add 1¢

sales tax.) Subjects treated: buying of "patent" medicines, dentifrices, cold cures, antiseptics, pain killers, cathartics and laxatives, and materials for the family medicine chest. Contains a glossary. Each unit is made up of written discussion of significant points for the student, a list of questions to be considered, suggested student activities, a true-false test, and a bibliography.

HOW TO BUY, Series 3, by students of home economics class, University of Iowa. 1937, pp. 58, mimeo. Address: Department of Home Economics, State University of Iowa, Iowa City, Iowa. 25¢. Presents in brief outline form quality guides for buying carpets and rugs, gas ranges, men's dress shirts, men's leather gloves, perfumes, reading and study lamps, typewriter paper, wooden tables, wrist watches, and writing paper. Bibliographies.

CONSUMER'S COURSE, by Jerry J. Fogarty and Ralph Pugh under the supervision of R. D. Russell. Undated, 79 pages of text and 21 pages of tests, mimeo. Address: State Department of Education, State of Idaho, Boise, Idaho. 50¢. A correspondence course in consumer problems for adults prepared by the State Department of Education in cooperation with the Civilian Conservation Corps, and Works Progress Administration in Idaho. Each lesson contains 5 to 10 pages of discussion along with references and a question sheet for self-testing by the student. Lesson titles are: advertising from the consumer standpoint; instalment buying and the consumer; automobile consumption; consumption of gasoline, oil, and tires; consumer budgeting; the consumer and his money; public health; some common ailments; cosmet-

ics; proprietary remedies; housing conditions in the United States; and the consumer and the law. In conclusion a three-page final examination. Only residents of Idaho may take this course by mail, but nonresidents may purchase the material for private study.

HOME PROJECT: BUYING PROBLEMS OF THE HOME. 1937, pp. 75, mimeo. Address: Extension Service, Iowa State College, Ames, Iowa. 20¢. Four lesson plans for use with adult groups are presented dealing with the following topics: (1) Effect of advertising and selling practices upon buying for the home. Buying pointers for coal, kerosene, and gasoline stoves. (2) Home Painting—what painting to do; selecting and applying the paint. (3) Selection of children's furniture for developing needs and continued use. (4) Aid to the consumer in buying sea food. Summary of course.

CONSUMER BUYER UNITS IN CLOTHING AND TEXTILES FOR USE IN HIGH SCHOOL HOME ECONOMICS CLASSES, by Alma Dale Newell and Lucille Osborn Rust. Division of Home Economics Bulletin No. 9. 1936, pp. 62. Address: Division of Home Economics, Kansas State College, Manhattan, Kans. Free to teachers and to libraries. Units deal with the purchasing of sewing equipment, clothing materials, hosiery and underwear, ready-made garments, shoes and accessories, bedding and linens, rugs, curtains and upholstery. Each unit opens with a statement of understandings or ideas to be developed; and suggests teaching points, class activities, and reference material.

PLAYLETS

The leader of a consumer group writes for suggestions of playlets or skits dealing with consumer problems which might be used to make their meetings livelier. Not many such playlets have come to our attention, but here are a few which might be tried out. May we also suggest that consumer groups try writing their own playlets. Send in your original compositions for our consumer education files.

A BARGAIN IN SHEETS, by Mary Elizabeth Rust. *Journal of Home Economics*, Vol. 27, No. 1, Jan. 1925, pp. 26-28. Mimeographed copies may be secured from the American Home Economics Association, Mills Building, Washington, D. C. 10 cents. This playlet brings out the pointers one should consider in buying sheets. The scene of action is at the counter of a store having a special sale of

sheets. Cast of characters—a saleswoman and two customers.

NEIGHBORS AT THE GROCERY STORE, prepared for North Dakota Homemakers Clubs by Ella M. Johnson, Foods and Nutrition Specialist. 1935, pp. 7, mimeo. Address: Extension Service, North Dakota Agricultural College, Fargo, N. Dak. 10 cents. Treats factors to be considered in the purchase of groceries. Scene—the interior of a grocery store. Cast of characters—a storekeeper, two women customers, and an errand boy.

BRIDAL BLANKETS, by Frances E. Knott. *Practical Home Economics*, Vol. 14, No. 1, Jan. 1936, p. 11. Address: Lakeside Publishing Co., 468 Fourth Ave., New York, N. Y. Single copies of this magazine, 30 cents. A very short playlet for 3 characters, a saleswoman, and 2 women who are shopping for gift blankets for a bride.

Bread and butter problems of living become literally the subject matter of education as schools increasingly use the consumer approach to the study of economics.



Your Food Supplies & Costs

RETAIL food costs returned to early 1935 levels as the downswing in food prices which commenced last September continued unchecked during the month ending February 15. Egg prices led a downward parade of all food groups except fresh fruits and vegetables, and cereals and bakery products. The average of these two latter groups has remained practically unchanged since mid-December, whereas costs of other food groups have tumbled. Prices of meats and dairy products registered the next largest drops, but the decrease in meat prices was smaller than in recent months. Since mid-September food costs in general have tumbled 9 percent with one-fourth of the decrease coming from January 18 to February 15. A 19 percent reduction in meat prices has been the major factor behind the downswing.

Bread, cabbage, onions, roasting chickens and milk were the only major food items which on February 15 were above their mid-February price of last year. Prices of most items were sharply under those of a year ago, with butter, eggs, beef, fresh pork, lamb, and lard at their lowest February level since 1934. On February 15 the index of retail food prices as reported by the Bureau of Labor Statistics was 78.4 percent of the 1923-25 average.

Most of the downward adjustment in meat and egg prices expected during the first half of 1938 appears to have occurred by mid-March. Beef prices probably will ease off some more, but the drop most likely will be small when compared to the sharp changes since October. Fresh pork

prices are expected to advance slightly through April when a minor recession is in prospect. A price upswing also is in prospect for lamb. Egg prices appear to be at or close to their seasonal low point but butter prices most likely will continue to decline seasonally through June. The outlook is for smaller than usual increases in apple and orange prices during the first half of the year. Prices of most fresh vegetables are expected to move down until they hit their low point in the summer. Cabbage, onions, celery, potatoes and sweet potatoes are exceptions to this downward trend during the first half of the year. A smaller than usual price advance is expected in potatoes and celery, but a larger than seasonal jump may occur in onions and cabbage.

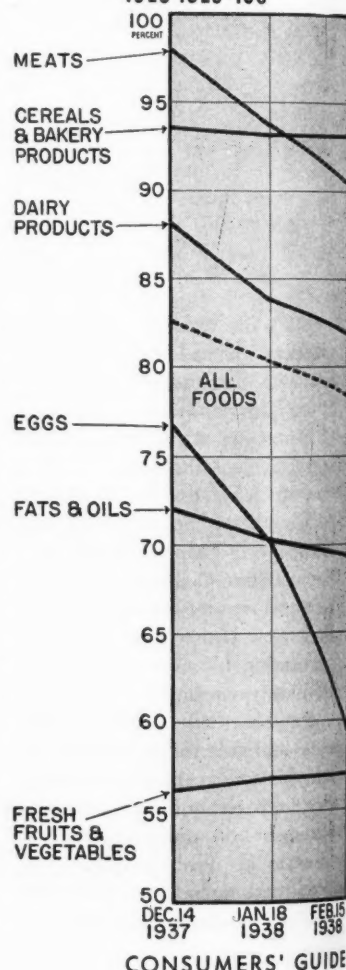
First spring lambs from the 1938 crop are expected to reach markets in April. These early lambs are fattened mainly on mother's milk and are slaughtered when from 3 to 5 months of age. The crop is indicated to be about one-sixth larger than last year's small crop, and marketings prior to July 1 probably will be larger than those of a year ago and better in quality. Retail lamb prices generally are highest from May to July, when supplies are seasonally small, and consist mostly of spring lambs. Prices this year are expected to be sharply below those of 1937.

Hog slaughter during the remainder of the marketing year which ends September 30 probably will be larger than a year ago with most of the increase above 1937 occurring after April. Seasonal decreases in slaugh-

ter are in prospect until fall pigs are marketed in volume in late April or early May. Prices probably will continue moving up until late April and then will ease off until late in the summer when another seasonal decrease in slaughter is in prospect. Prices most likely will remain under their 1937 level.

Strawberry shipments are expected

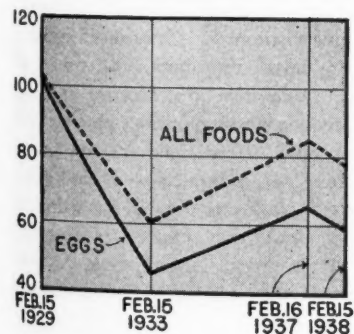
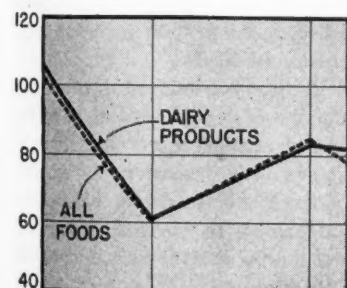
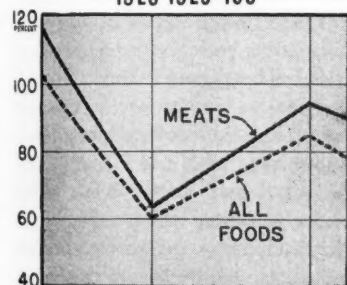
A CLOSE-UP OF FOOD COST CHANGES 1923-1925=100



to increase sharply until peak movement occurs in early May. Berries are now moving from Louisiana, the largest strawberry-producing State. Growers in this area plan to ship only strawberries grading U. S. Number 1. States shipping primarily in March and April produce about one-fifth of annual commercial production. The crop in these States is indicated to be about one-sixth larger than last year. If weather conditions continue favorable, production in the remaining States also probably will be above 1937.

Orange supplies during the remainder of the marketing year which

A PERSPECTIVE OF FOOD COST CHANGES 1923-1925=100



MARCH 14, 1938

ends in October are expected to be materially larger than they were a year ago with the sharpest increase over 1937 in the summer and early fall, when California Valencias are practically the sole source of supply. The California Valencia crop is indicated to be more than 50 percent larger than last year's freeze damaged crop. Supplies at present consist of Florida oranges and California Navels. While prices probably will move up during the remainder of the season, the advance most likely will be less than usual.

Asparagus marketings usually are heaviest in April, but peak movement may come a little later this year because of wet weather in California. Acreage in California, which produces about one-fifth of the annual fresh supplies and practically all of the early crop, is slightly above that of a year ago. Asparagus season generally ends in July.

Retail prices of butter and eggs decreased from January 18 to February 15 as supplies increased seasonally. Egg prices dropped 5.5 cents a pound, or double the decline in butter. On February 15 retail egg and butter prices were about 3 cents less than they were a year ago. Butter purchases by the Federal Surplus Commodities Corporation temporarily checked sharp price declines in February, but further seasonal declines are in prospect until the low point is reached in June.

Increasing supplies of tomatoes

and a downward price trend are in prospect until the seasonal low point is reached in the summer. Bulk of March and April tomatoes come from Florida. The spring crop in south Florida, which produces about half the Florida crop, is slightly larger than that of a year ago. Acreage planted in States shipping primarily in May is indicated to be over 50 percent larger than that of last year. Winter and early spring tomatoes usually are picked when green but mature, and are ripened at consuming centers. They are less juicy than the vine-ripened tomatoes marketed in the late spring and summer.

Apple marketings during the first half of the year come from storage holdings. On March 1, cold storage stocks were 60 percent above those of a year ago, and materially above average. In view of record supplies, prices probably will continue under 1937 and not advance as much as usual. Retail apple prices of 4.4 cents per pound on Feb. 15 were one-third less than they were a year ago.

Cabbage and onions were the only items in the fresh fruit and vegetable group which were retailing above their level of last February. Prices of these two staples were about 40 percent above those of a year ago. However, potatoes were selling at almost half of their price of a year ago, while lettuce and celery prices respectively were down about one-fourth and one-eighth.

How Latest Food Costs Compare

	With costs 1 year ago*	With costs 2 years ago
All foods	7% down	3% down
Cereals, bakery products	1% up	1% up
Dairy products	1% down	2% up
Eggs	9% down	16% down
Fats and oils	13% down	9% down
Fruits and vegetables, fresh	27% down	6% down
Fruits and vegetables, canned	3% down	1% up
Meats	4% down	5% down

*Remember: 1 year ago many prices reflected drought conditions.

WRITING RULES FOR TRADE

[Concluded from page 6]

45 parts fruit to 55 parts sugar must be described as "imitation" on labels and in advertisements. When these rules were proposed by the preserve manufacturing industry, the Consumers' Counsel of the Agricultural Adjustment Administration presented a brief in favor of several modifications of the suggested standards. (See the July 13, 1936, issue of the CONSUMERS' GUIDE.)

Rules of the knit underwear industry, adopted 8 years ago, require labels to show the amount of wool in knit underwear. Proposed rules for this industry would now require labeling of certain other fibers, shrinkage properties, and prevent the misbranding and misrepresentation of so-called combed yarn garments.

Proposed rules for the cotton yard goods industry include in Group I a provision embodying the American Standards Association standard relating to shrinkage.

Sometimes Group II rules will state affirmatively practices which an industry looks upon favorably, rather than define malpractices on which it frowns. House dress and wash frock manufacturers, for example, recommend in their Group II rules, that "truthful and accurate descriptions of the washability, color fastness, and shrinkage properties of fabrics used, be attached to the dress or frock or be printed on the labels used by members of the industry on such dresses or frocks."

Group II rules sometimes make up in goodness of intention what they lack in provisions for enforcement. Two Group II rules recently adopted by the school supplies and equipment distributors state:

"All members of this industry shall protect the consumer not only as far as is required by law, but as required by good morals and the best ethics of business."

"The industry approves the practice of handling business disputes between members of the industry and their customers in a fair and reasonable manner, coupled with a spirit of moderation and good will, and every effort should be made by the disputants themselves to compose their differences. If unable to do so, they should, if possible, submit these disputes to arbitration."

Companies in the business of conducting home study declare that "it is the judgment of the industry that the sales representatives of all schools be selected primarily on a basis of ability and integrity."

Not to be confused with the trade practice rules of the Federal Trade Commission, are the "Commercial Standards" promulgated by the National Bureau of Standards of the U. S. Department of Commerce. An industry, or part of an industry, that wishes to standardize the meaning of words used in labelling, or the way a product is made, or its size, or its container, may ask this Bureau to help it work out a set of standards. These standards are a kind of dictionary of terms and their meaning. Nobody has to observe them. Unlike a Group I trade practice rule, a commercial standard has no force of law. Like a Group II rule, it is merely recommended as good practice. When business houses follow a commercial standard, they do so because they think it is good business for them to label something "in accordance with Commercial Standard—". Of course, this does not mean any government sanction for the product.

If the FTC, at the request of an industry, embodies a commercial standard in a Group I trade practice rule, the standard in effect becomes law (unless overthrown by court decision). If the FTC passes it as a Group II rule, it has no force of law, but the industry can attempt to persuade its members to abide by it.

A commercial standards project, like an application for a trade practice conference, is initiated by the industry involved. The industry's proposed draft of standards is considered at a conference where producers, distributors and consumers may all be represented, along with technicians of the Bureau of Standards. The draft, as revised and adopted by the conference, goes to the business units of the industry for approval.

If approval comes from producers of at least 65 percent of the industry's volume, and there is no active opposition, the standards are promulgated by the Department of Commerce. If members of the industry wish to use them, in production or labeling, they may.

Trade practice rules now in force or pending embrace over 200 industries. These range from the anti-hog-cholera serum and virus and baby chick industries, through knit underwear, metal burial vaults, rubber tires, and sleds, to the waxed paper, wholesale tobacco, woodworking machinery, and woven furniture industries. Industries for which trade practice conferences have been called as this is written include fur, hosiery, wool, silk.

In its role of judge of the merits of a proposed set of rules or of violation of adopted rules, the Commission forms its decision on the basis of evidence submitted and of its own judgment as to whether competition and the public interest are involved. Representatives of industry always appear before the Commission to give testimony. Only recently have organized consumers shown much interest in these proceedings, and yet frequently the questions involved are as vital to consumer interests as to those of an industry. Both for industry and consumers the value of the trade practice conference procedure might be enhanced by still greater participation by consumer spokesmen.

THROUGH THE WASH

[Concluded from page 10]

blue, since it is an iron compound which may result in yellow stains if the garment has not been well rinsed of alkaline soap and washing powder. The aniline blue dyes on the market, also used for bluing, have greater relative coloring power than the others. If used, be careful that they are not too fast to washing; an undesirable gray tint may otherwise result.

Best results will be secured from bluing if you observe these rules: Soluble powder bluing should be dissolved in a small quantity of water and then added drop by drop to the tub of clear water. Put ball or block (insoluble) bluing into a cotton flannel bag (or similar material) and move it through the tub of cold water until the desired shade is procured. An insoluble powder bluing should be made into a paste before being added to water. Use the bluing water promptly after it is made; do not allow it to stand for any length of time. Test it by dipping a small garment in it or holding a small amount of the liquid in the palm of the hand. Remember that heavy fabrics require more bluing than others and that only a few garments should be treated at one time. Never allow clothing to remain in the tub while the bluing water is being drawn off, and remember to stir the water often. Over-blued clothes may be whitened by pouring boiling water over them or by boiling them for a few minutes.

Starching should not merely stiffen the fabric; it should leave it smooth, pliable, and with a certain "body" to make it attractive. A good starch penetrates well, leaves a glossy finish, and makes the fabric pliable. A stiff starch paste does not necessarily mean a stiff finish. Pastes vary with the type of starch used, the hardness of the water, and

the length of time they are boiled. Cornstarch forms a thinner paste than potato starch, but leaves a stiffer finish. Wheat starch, which forms an extremely thin paste, gives an even stiffer finish than cornstarch. Potato starch results in a very soft, smooth finish, while rice starch is more penetrating than any of the others. Use potato, sago, and cassava starches for dyed fabrics, since they are most transparent.

Cornstarch is the favorite among housewives because it is most versatile in finishing a garment, and is inexpensive. Natural starches are insoluble unless heated with water until the grains swell, or burst and dissolve. So-called soluble starches are merely ordinary starches treated with acid or alkali which makes them partially soluble and thin boiling. Most starches sold over the counter are of this type; added to them are various substances which result in added gloss, pliability, softness, or whiteness of the starched fabric. Bureau of Home Economics experts recommend this formula for a good starch paste which can be used on practically all fabrics: 2 to 6 tablespoons of cornstarch, one-third cup of cold water; one-half teaspoon of

lard, paraffin, or any white wax; and a quart of boiling water. Mix the starch and part of the cold water and stir the solution into the boiling water in a double boiler. Use the remaining water to rinse out the adhering starch. Add lard or white wax and cook for 15 to 20 minutes. Strain off all lumps. Always starch garments wrong side out, using thick paste for heavy material, thin for light fabrics. Keep the starch hot and remember the hotter the paste, the more successful the results. For stiffer finishes, wring the garment as dry as possible.

And finally, the ironing board. Iron with a clean hot iron, as heavy as can be handled without too much effort. Keep it hot and rub occasionally with wax or paraffin to prevent spotting. Press with the thread of the fabric until it is dry. Gloss on hems, tucks, and seams can be removed by moistening lightly. Iron clothes on the right side, unless you desire to bring out the pattern of the fabric. Fold the articles as little as possible and preferably lengthwise in the direction of the warp.

Cover photograph: *The Evening Star, Washington, D. C.*

STUDY QUESTIONS FOR THIS ISSUE

1. Does your city government provide any services similar to those of New York City's Department of Markets, described on page 2? If so, write the CONSUMERS' GUIDE.
2. Under what law does the Federal Trade Commission engage in trade practice conferences?
3. What is the basic purpose of a trade practice rule?
4. What is the difference between "Group I" and "Group II" rules?
5. What is a "cease and desist order" and how is it enforced?
6. What is the difference between a "trade practice rule" and a "commercial standard"?
7. What are three ways to whiten dingy or very yellow clothes?
8. What is an effective chemical to use in removing ink stains?
9. What is "Javelle water," how is it made, and what is it used for?
10. Describe one way of softening water.
11. At what temperature in the ice box should uncooked meat be stored?
12. Why is wrapping of uncooked meat which is stored in the ice box not recommended?

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